

Scholarships: The Basics



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Agenda

- Tips for Counselors
- School Choice Considerations
- How to Search for Scholarships
- Putting Together A Decent Application
- Talking with the Financial Aid Office
- Avoiding Scams
- Resources

Tips for Counselors



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Tips for Counselors

- Hold workshops
- Provide resources
- Organize workload and materials
- Encourage and coach students
- Tracking sheets for deliverables

Your Turn!- Share a Best Practice with Colleague and then with our group!

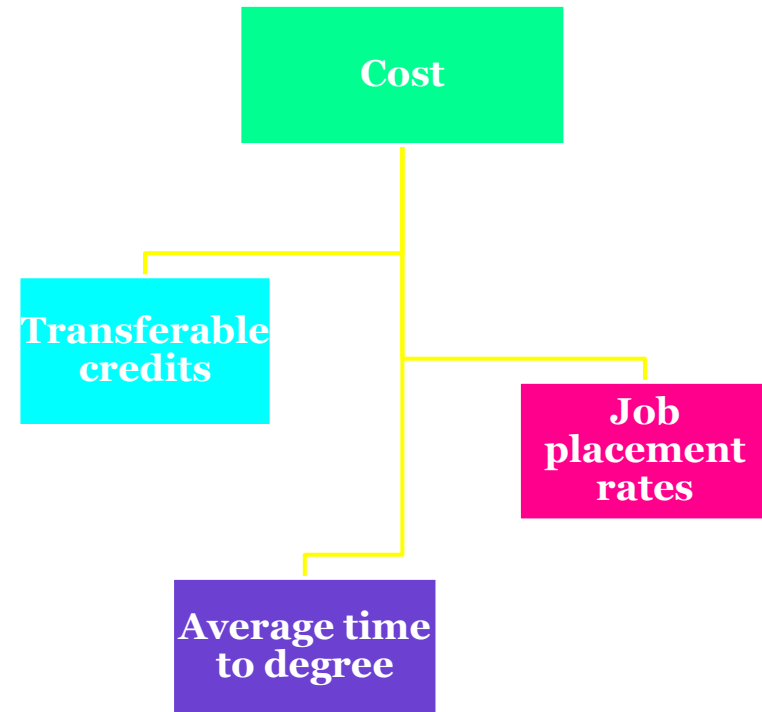
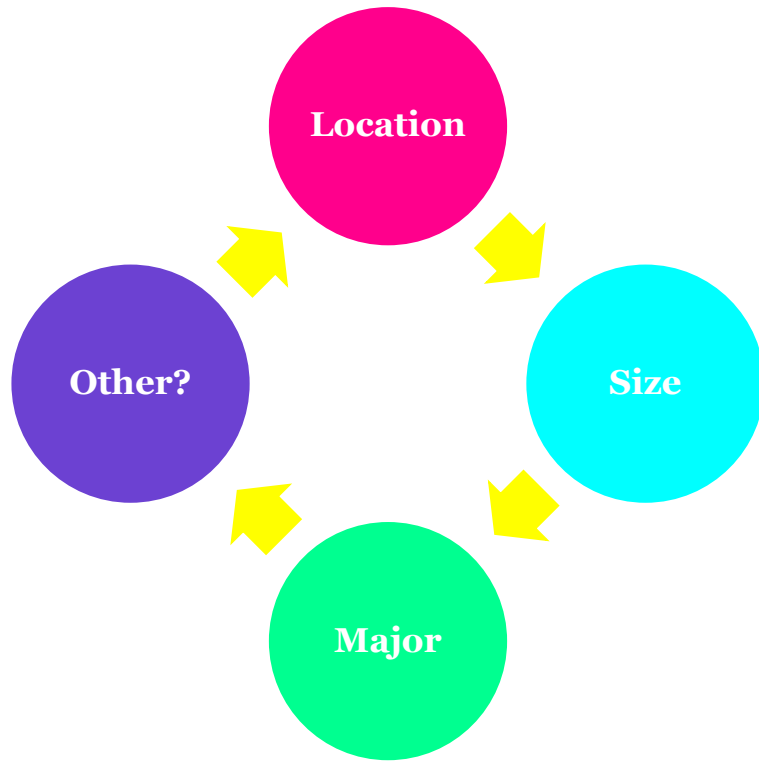
School Choice Considerations



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School Choice



Considerations

- It's not just about the sticker price.
- Consider community/junior college.
- Consider personal fit.
- Consider longer-term goals.

Scholarships

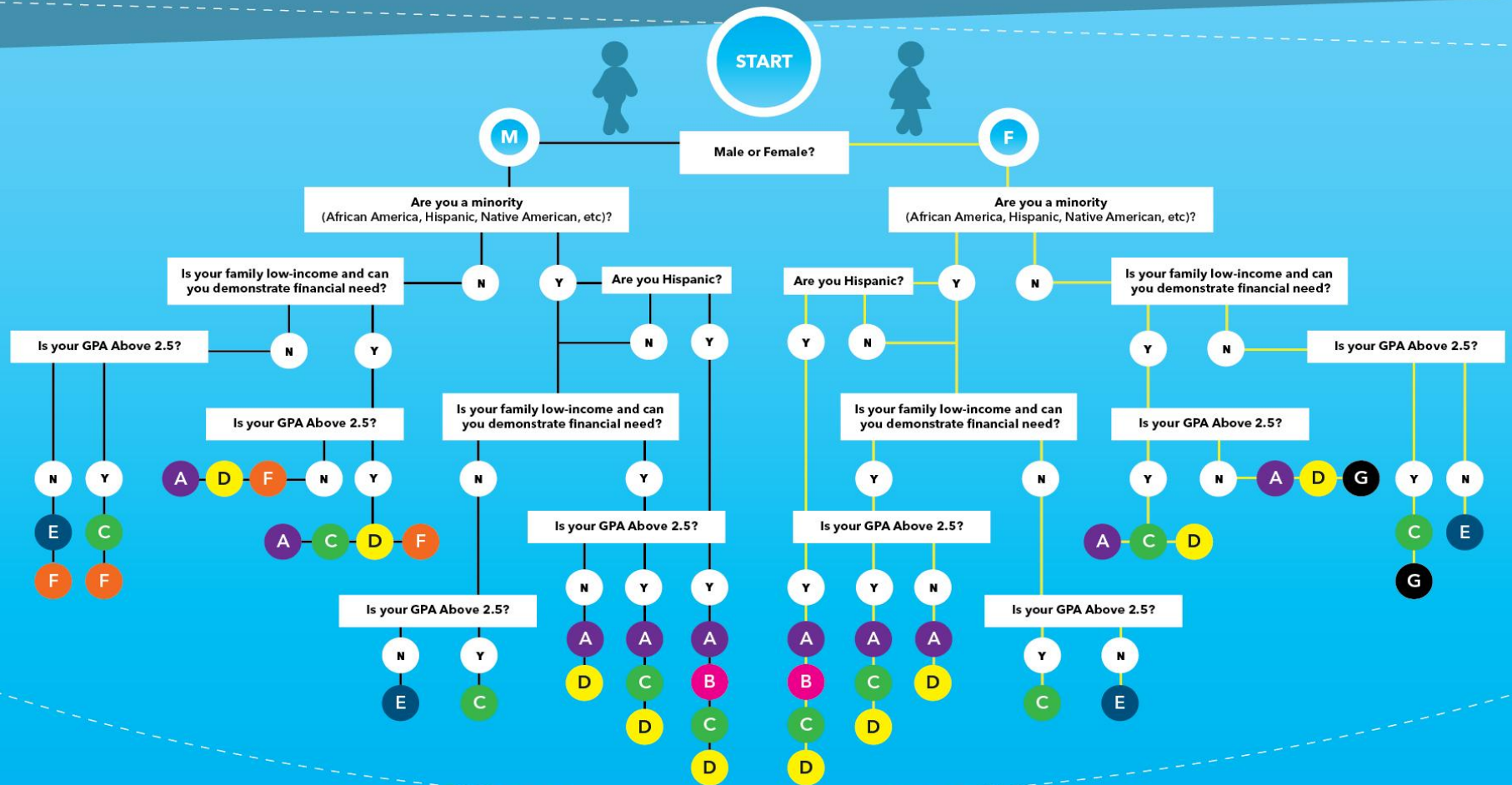


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The Search

THE SCHOLARSHIP MATCHMAKER // Answer the questions to find the scholarships you most likely qualify for!



- A** Charlie Wootan
- B** Hispanic College Fund
- C** 100 Black Men of America
- D** Sallie Mae Unmet Need
- E** A GPA Isn't Everything
- F** The Former Majority Association for Equality
- G** SR Education Group

Where To Look

- Guidance counselor
- Financial aid office
- Service organizations, employers, etc.
- Web resources
 - Scholarship search engines
 - General web searches with key terms
 - “scholarships for Minnesota”
 - “undergraduate scholarship”
 - “scholarship 2013 .pdf”
 - “Scholarships for women”
 - “scholarship lists”

Search Tips

- Skip the name (it's meaningless).
- Look for “eligibility” or “requirements” on the web page or the scholarship application.
- Read the scholarship and organization description.
- Read the entire scholarship application.
- THEN, and only then, determine if you qualify.

It's a Yes!

Major

School's Location

Current School

Overcoming obstacles

Grade Point Average

Beauty pageant

Height

Community Service

Right handed or left handed?

Race/Ethnicity

Groups/Clubs

Career Interests

Assume that you
QUALIFY for
the scholarship
and look for
things that would
DISQUALIFY
you..

Hobbies

Financial Need

Parent's Race/Ethnicity

Disabilities

Religion

Parent's Employer

Last name

Current Location

Talent(s)

Single Parent

Sexual Orientation

Gender

HAM Radio Operator

Application Basics

- Type or very neatly print on the application.
- Always type your essay and other required documents.
- **Avoid colored fonts.**
- Presentation is everything!
- Postmark vs. Deadline – apply on time.
- Unless otherwise told....
 - Use a 9x12 envelope for mailing.
 - Include a CV or resume with your application.

Letters of Recommendation

- Ask the right person.
- Ask 3-4 weeks before the deadline.
- Always ask for two or more.
- Provide your CV/resume.
- Provide info on the scholarship.
- Read the letter.
- Have a backup.
- Use letterhead.



Say
thank you!

The Judges & Organizations

- Scholarship judges are real people.
- They are judging on a rubric.
- They want to feel connected to students.
- They want someone aligned with the values of the organization.
- The organization loves stories they can use for marketing.

Talking with the Financial Aid Office



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What To Talk About

- The institution's financial aid application process.
 - Just one application? Multiple applications?
 - Centralized or through departments?
 - Deadlines?
 - Different scholarships for new vs. returning students?
 - Are they guaranteed? Can they be renewed? What's the process?
- Any special circumstances.
 - Job loss, significant health care expenses, K-12 school expenses, etc.

How To Talk

- When possible, the student should be the active participant.
- This is not a negotiation.
- It is okay to sincerely ask if there are any other options available to help students attend that particular institution.

Avoiding Scams



Beware of Scams

- If you have to pay money, it is probably a scam
- Use of the unclaimed scholarship myth is another scam
- Never invest more than a postage stamp to get information about a scholarship.

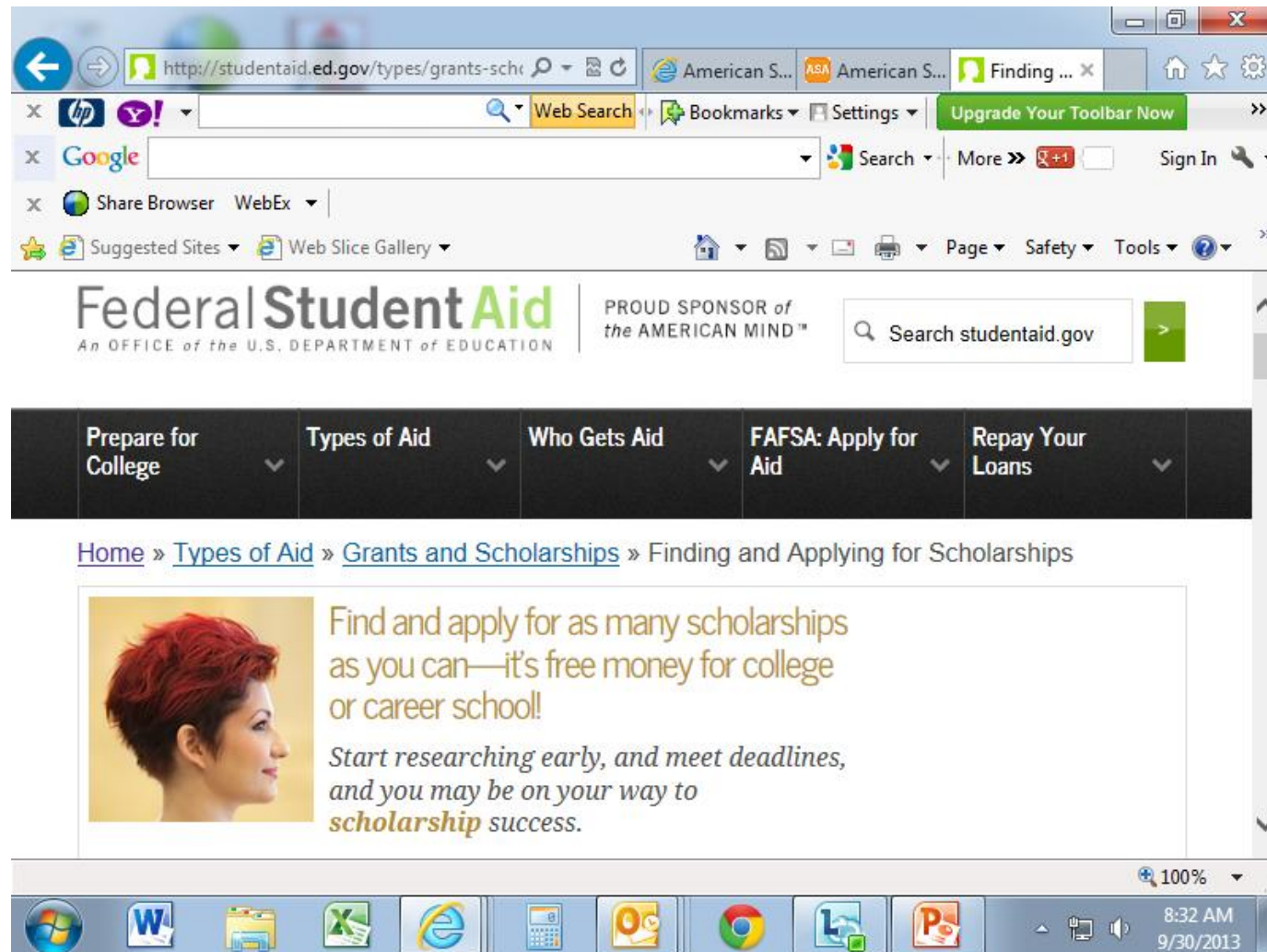
Resources



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US Department of ED



The screenshot shows a web browser window displaying the Federal Student Aid website. The address bar shows the URL <http://studentaid.ed.gov/types/grants-scholarships>. The browser's toolbar includes various icons for search, bookmarks, and settings. The website header features the "Federal Student Aid" logo, the text "An OFFICE of the U.S. DEPARTMENT of EDUCATION", and the tagline "PROUD SPONSOR of the AMERICAN MIND™". A search bar is located on the right side of the header. Below the header, a navigation menu contains links for "Prepare for College", "Types of Aid", "Who Gets Aid", "FAFSA: Apply for Aid", and "Repay Your Loans". The main content area displays a breadcrumb trail: "Home » [Types of Aid](#) » [Grants and Scholarships](#) » Finding and Applying for Scholarships". A featured image of a woman with red hair is shown on the left, with text on the right encouraging users to find and apply for scholarships. The text reads: "Find and apply for as many scholarships as you can—it's free money for college or career school! Start researching early, and meet deadlines, and you may be on your way to scholarship success." The browser's status bar at the bottom shows the time as 8:32 AM on 9/30/2013 and the zoom level as 100%.

http://studentaid.ed.gov/types/grants-scholarships

Web Search Bookmarks Settings Upgrade Your Toolbar Now

Google Search More >> Sign In

Suggested Sites Web Slice Gallery

Home » [Types of Aid](#) » [Grants and Scholarships](#) » Finding and Applying for Scholarships

Find and apply for as many scholarships as you can—it's free money for college or career school!

Start researching early, and meet deadlines, and you may be on your way to scholarship success.

8:32 AM 9/30/2013

Mark Kantrowitz –Reference #44

Special thanks to Mark Kantrowitz, a nationally-recognized expert on student financial aid and scholarships, Publisher of Edvisors Network, and author of the Amazon.com bestseller *Secrets to Winning a Scholarship*, for sharing this presentation with us today.

SALTmoney.org

scholarship



Welcome, Lyss

YOUR SEARCH FOR "SCHOLARSHIP" RETURNED 22 RESULTS

Next



tool

Find Free Money For School

topic:

Scholarships are like student loans that you don't have to pay back. Use our scholarship...

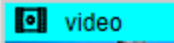


infographic

Write One Essay ... Apply For Lots Of Scholarships

topic: Paying for College

Most scholarship applications ask for an essay on the same topic: you. Write a good one...



video

What Scholarship Providers Are Really Like

topic: Paying for College

Even wonder what the people who judge scholarship applications are like? Well, they're real...



infographic

What Makes You Eligible For A Scholarship

topic: Paying for College

This cheat sheet highlights the most popular scholarship eligibility characteristics. Print out a...

Search Jobs And Internships

All Opportunities

e.g. Boston

e.g. Marketing, Design

SEARCH NOW >

Save Bucks. Big Bucks.

Check out all the ways SALT members save.



Find Free Money For School

Search for scholarships and win free money for college.

SEARCH NOW >

Questions



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CALIFORNIA
STUDENT AID
COMMISSION